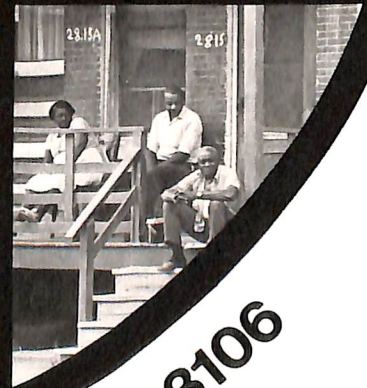
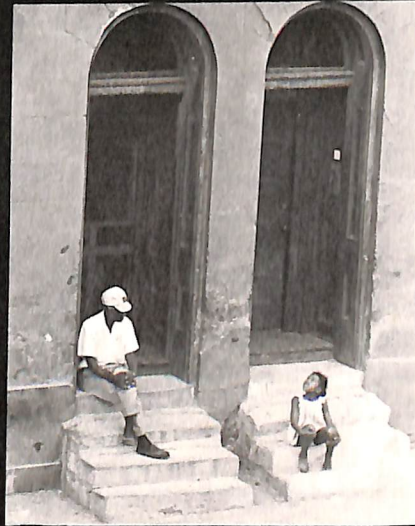
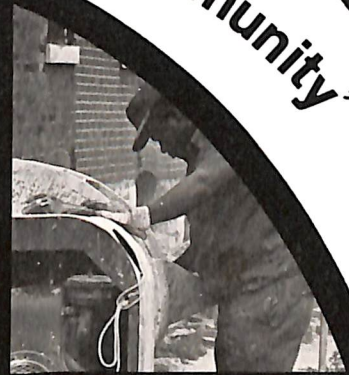
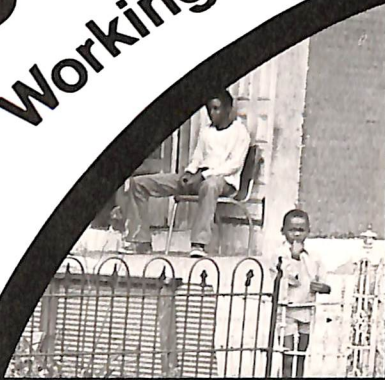


# JEFF-VANDER-LOU INC

'Working together to build a better community'



2754 Bacon Street · St Louis · Missouri 63106

# THE BEGINNING

In 1966, Macler Shepard joined with Florence Aritha Spotts, a retired school teacher, Hubert Schwartzentruber, a Canadian Mennonite minister, and others in the community, to form Jeff-Vander-Lou, Incorporated. A non-profit community development organization, Jeff-Vander-Lou serves an area of St. Louis bounded by Jefferson Avenue, Olive Street, Natural Bridge Road and Sarah Street. Jeff-Vander-Lou is one of the first locally-based community organizations in the United States to undertake to provide housing intended to meet the needs of low-income families.

Jeff-Vander-Lou was conceived at a local gathering place known as "the Handle". In an atmosphere of denied hopes, false promises and thwarted aspirations, Jeff-Vander-Lou combined the resources and efforts of local residents, church groups, businesses, and concerned individuals to work in the development of their community. In 1966, as Macler Shepard put it, "There was no towel to throw in. We had to fight, we had to build." With concern, faith and dedication we have fought and we have built.

Beginning as a grassroots organization without funding, Jeff-Vander-Lou has developed into a highly successful community development corporation, having generated over \$22 million in capital development. Today, more than 367 housing units have been rehabilitated, over 358 new apartment units constructed, two child care centers organized, a community education-oriented communications complex created, and a center for senior citizens initiated. In addition, other innovative new projects are under way.

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## JEFF-VANDER-LOU, INCORPORATED

### Board of Directors

Macler C. Shepard  
President

Glover Cody  
Vice-President

Clifford Pierce  
Treasurer

Walter Short  
Secretary

Roxie Phillips  
Asst. Secretary

Marie Allen Hicks

Kenneth Cooper

Walee Hameed

Betty Lee

Rev. Jonas Miller

John Tyler



## HOUSING DEVELOPMENT AND MANAGEMENT

Since 1968, JVL has built 160 new apartments and renovated 320 units. Construction has begun on 96 new scattered-site and 51 renovated apartments. A project of 100 units for elderly (62+) and/or handicapped will be completed in 1980.



With the completion of all current projects, JVL will have produced 367 rehab units and 358 new construction units, for a total of almost \$21,000,000 in capital development. Our goal has been to preserve and develop the neighborhood for the people, rather than displacing them. Through our tenant selection process, we strive to maintain the character of the neighborhood.

### JVL HOUSING CORPORATION

The JVL Housing Corporation was formed jointly by Jeff-Vander-Lou, Incorporated, and the Elijah Parish Lovejoy Presbytery. The Corporation enjoys 501 C(3) tax status which allows all contributions to be deducted from the donor's federal income tax.

### CONSTRUCTION MANPOWER CORPORATION

In the mid-to-late sixties, the Construction Manpower Corporation trained area residents in the skills necessary to find employment in the metropolitan construction trades and the housing development programs right here at JVL.

### FIELD WORK

Jeff-Vander-Lou welcomes internship and practicum students from many local colleges and universities. Students find that JVL offers a unique field-work experience which allows them the opportunity to develop their expertise in many wide-ranging pursuits.

### JVL NEWS

The JVL News began publication in November 1975 as a monthly eight-page tabloid, circulating to nearly five thousand JVL households. In 1980, the 12-page "News" is computer-mailed to over eighteen thousand households, churches, and businesses in the area. Another three thousand copies are distributed to three area high schools and various friends, contributors, and interested persons. Despite its short history, the "News" has become a respected asset of our community and has brought many of our problems and achievements to light in the greater St. Louis area and across the country.

## BROWN SHOE COMPANY

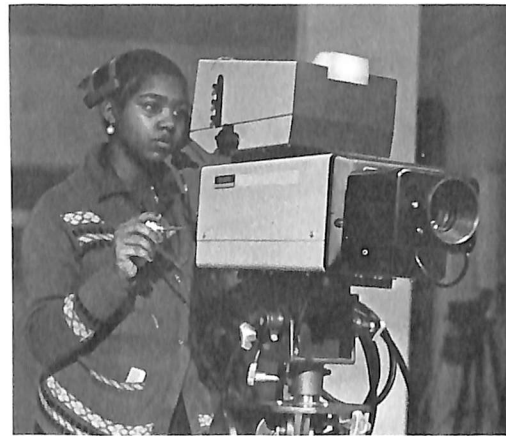
A major part of the economic development of the Jeff-Vander-Lou neighborhood is the Brown Shoe Company's JVL Plant. Located at Jefferson and Gamble, the plant is one of the few examples of private industry choosing an inner city location for a new production facility without the benefits of federal funds or tax incentives from the city or state.



At peak production, the plant employs 450 men and women. Although prevailing economic conditions have forced closure of several other Brown Shoe Company plants, the JVL facility has remained in operation. Employment screening and referral for the plant are supervised by Jeff-Vander-Lou. The employment office is located in JVL's main building on Bacon Street.

## COMMUNICATIONS RESOURCE CENTER

With major funding provided by the Charles Stewart Mott Foundation, the JVL Communications Resource Center began operations in the fall of 1978. Working in cooperation with the St. Louis Public Schools, the Center provides a program in which high school students improve their skills of communication. The Center provides fully qualified instructors in the fields of Radio-Television production, and motion picture and still photography, for 64 students who receive academic credit for their work. The Center is intended to be a resource for the community, and also to use the community itself as a resource. JVL can be a valuable learning tool. We hope to see the development of a curriculum in which the neighborhood itself is a classroom. On the other hand, JVL offers the community an opportunity to train its residents in the skills necessary to carry on the redevelopment of the neighborhood. It is our hope that education in the fields of architecture, accounting, general business, human services, skilled crafts and other endeavors so important to the future of the neighborhood and our people will take place.

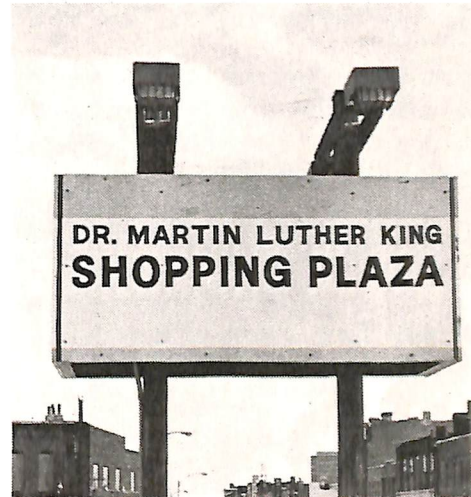




## ECONOMIC DEVELOPMENT

The Martin Luther King Redevelopment Corporation consists of businesses on Martin Luther King Drive, between Jefferson and Leffingwell. In the 1960's, the group, then known as the Franklin Avenue Businessmen's Association, quickly realized the potential of Jeff-Vander-Lou, and made available monies which allowed JVL representatives to travel to Washington, D.C., seeking funds for development projects. The trip resulted not in funding, but in a new awareness of the formidable difficulties involved in dealing with the federal government. JVL and the MLK Redevelopment Corporation have continued to work closely. Together they have made strides toward revitalization of this depressed economy.

A market survey of the area, now known as the Martin Luther King Mall, recently completed by Ochsner and Associates of Kansas City, concludes that median income in the primary and secondary market areas are close to, or higher than, the national median. Further, the report concludes that crime in the Mall area has decreased dramatically, to the point where the area is as safe, or safer, than most parts of St. Louis.



The study also stressed the viability of expansion and improvement of present shopping facilities. A significant portion of this assertion is based on the past, present, and anticipated development activities of Jeff-Vander-Lou, Incorporated.

*expand on this*

## WE PAY OUR TAXES

Though much major downtown construction is carried out under chapter 353 tax abatements, Jeff-Vander-Lou has never accepted the terms under which such relief is offered. Every property built or rehabilitated by Jeff-Vander-Lou now pays full taxes. This is also true of Brown Shoe Company's JVL plant. Through 1978, Jeff-Vander-Lou had paid almost \$300,000.00 in unabated property tax on buildings which had been tax delinquent for years. The Jeff-Vander-Lou capital development programs have generated almost \$2.5 million in federal, state, and local taxes. The people of the Jeff-Vander-Lou community have always believed in paying their fair share and we hope that eventually we will receive our fair share of school and city services.

## SENIOR CITIZEN CENTER

The JVL Senior Citizens Center opened in 1974 and offers many services for the elderly. Monday through Friday, congregate and home-delivered meals are served. Other services such as transportation, shopping assistance, Bible study, recreation, Bible study, nutrition education, and other services are provided. Perhaps the most important of all is the opportunity for the elderly to be with their friends and have fun.

## CHILD CARE

redo

With the completion of the Spotts Apartments came the opening of the Aritha Spotts Child Care Center. This, and a second center operated at Bethesda Mennonite Church, serve a total of 64 children.

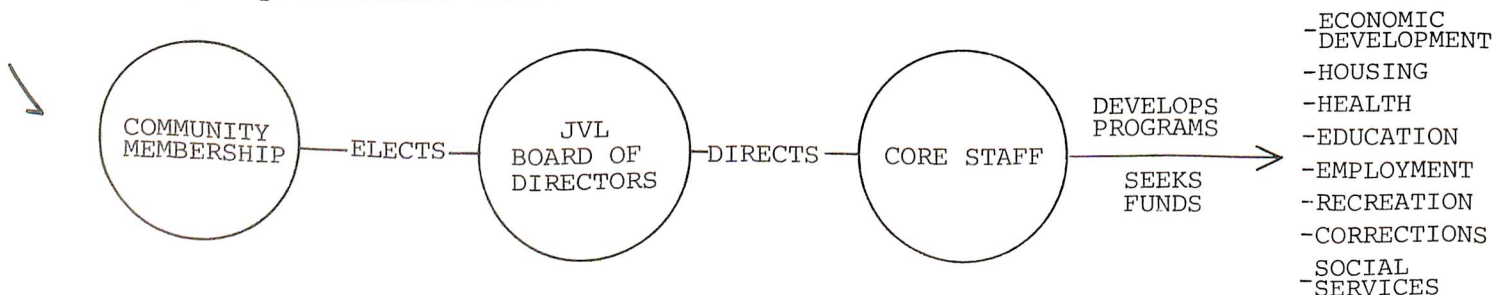
The program seeks to develop individuality and promote positive self-images. These essential concepts are conveyed through a program which includes cognitive, creative, and social abilities. Our program prepares children for living within our society.



## THE ORGANIZATION

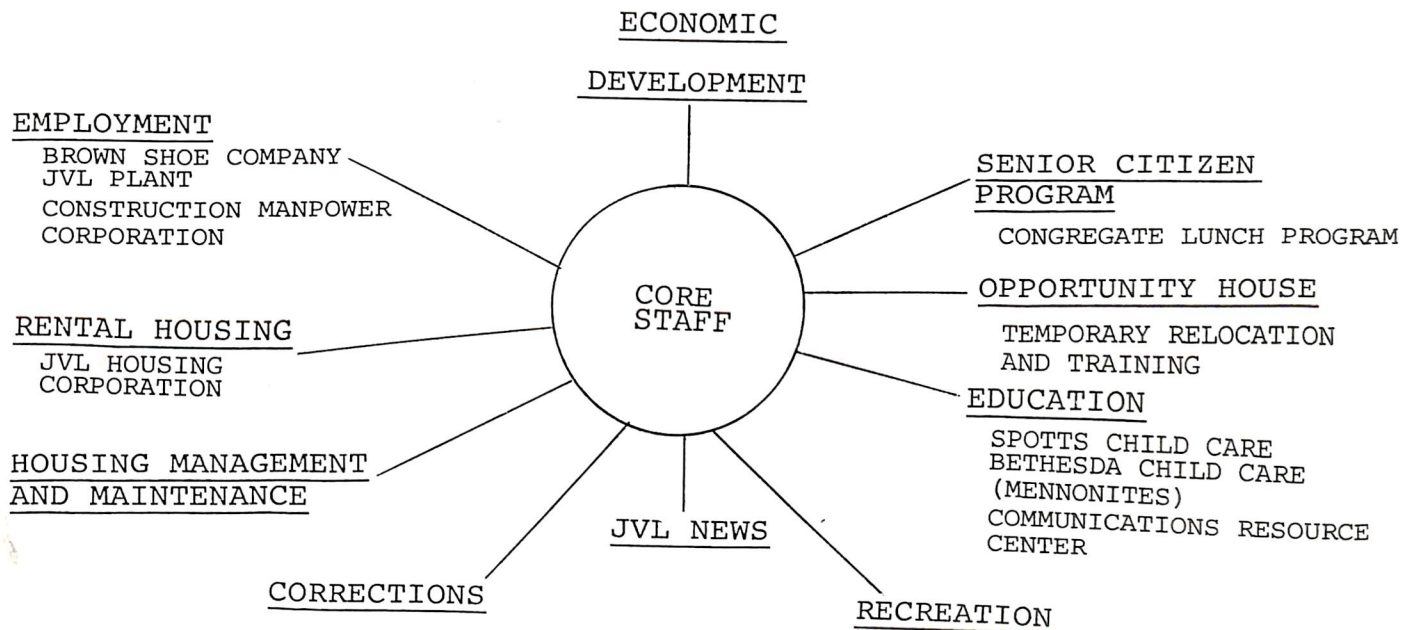
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As shown below, Jeff-Vander-Lou functions administratively with a "core staff" of eight people. The Board of Directors of Jeff-Vander-Lou, Incorporated, is elected by the community residents. The Board meets monthly with the community to hear their suggestions, ideas, complaints and hopes for the future. From these meetings, the Board formulates policy which is then turned over to the core staff who put the policy into operation. The core staff is responsible for fund raising, program development, personnel needs, and other operational functions.





The following chart outlines the various programs administered by the core staff. In a typical year, each dollar applied to the core staff budget produces nearly twenty dollars of program and redevelopment activity. Quite an unusual and impressive record!



## THE FUTURE

A passage from a sermon delivered some years ago by the Reverend Edler Hawkins captures the spirit of Jeff-Vander-Lou and its work. He said:

"...It is our duty as human beings to take a stand and fight this blight of poverty... It is not a question of nobility. It is a clear case of survival!"

Since 1966, JVL has stood and fought. We have made significant gains over formidable barriers, yet much remains to be done. We will continue our energetic efforts to overcome our problems and restore our community to spiritual and economic health.

If JVL sounds like the kind of organization with which you would like to be associated, please contact us. We always need your help.

## JEFF-VANDER-LOU, INCORPORATED

2754 BACON STREET  
ST. LOUIS, MISSOURI 63106  
(314) 534-3530

AGE--OUR WISDOM



YOUTH--OUR STRENGTH